LINKEDIN CHEATSHEET

LinkedIn's SEO algorithm **boosts** the **search visibility** of profiles that feature **completeness, engaging content, active networking, endorsements** and **strategic keyword usage.**

SEO

HEADLINE KEYWORDS

JOB TITLE OPTIMIZATION PROFILE COMPLETENESS

PHOTO VANITY URL

Connections are currency, so build your LinkedIn riches. Shoot for around **300** connections to look popular, but **focus** more on **engagement** than big numbers

Make sure your URL, links and content put your best foot forward. **Remove dead links and broken content as error pages undermine authority**

Images, videos, presentations, sites, etc. boosts credibility. It engages readers, drives connections & makes memorable first impressions.

Trust-Builders for LinkedIn Success

The key to **LinkedIn domination** is being **active** and **visible**. Don't just create a profile and walk away! **Log in regularly** to **comment, like, post** and **engage**. **Spotlight** your expertise with **#hashtags** and i**ncrease your keyword dictionary**

Content variations could span a diverse spectrum of topics.

A **recent publication** in the field showcasing pertinent insights.
A **recent engagement** at a conference or seminar.
Details on a current **project** underway.
News of a **recent promotion**, transfer, or role change.
Highlights from a recent **certification.**
Notable achievements or contributions within the domain.
Insights gained from attending a key **seminar or event.**

Use the **STAR method** to make experiences shine:
Situation, Task Action and Result. Quantify and qualify results when possible. This methodology powerfully conveys your skills and wins.